



Publication Event 18 November 2018

Schedule 9am-5pm

Key Topic:

“The reader’s expectations of genre and why it is so important for determining your publishing success.”

Morning Tea and Networking – 9am-9.30am

Session 1 – Terri-ann White (UWA Publishing) 9.30am-10.15am

- *Approaching publishers*
- *Avoiding Slush pile (Why Authors get published by UWA)*
- *Why do you need an agent?*
- *Researching your publisher (Finding the right fit)*

Break – 15 minutes

Session 2 – Cate Blake (Penguin Random House) 10.30am-11.15am

- *Pitching and approaching publishers.*
- *Submission expectations*
- *Contract Negotiation Tips*
- *The job of a publisher*
- *Publisher’s relationship with Author*

Break – 15 minutes

Session 3 – Haylee Nash (Literary Agent) 11.30am-12.15pm

- *Pitching and approaching publishers*
- *How to attract a literary agent for your genre*
- *Being an Agent in the Digital Age*
- *Avoiding the Genre Slush pile*
- *The Relationship with Agents and Authors*

Lunch – 12.15pm-12.45pm

Panel – 12.45pm-1.45pm

Haylee Nash (The Nash Agency)

Terri Ann White (UWA Publishing)

Cate Blake (Penguin Random House)

Natasha Lester (Author-Hachette Australia)

Georgia Richter (Fremantle Press)

Break – 15 minutes

Session 4 – Cate Blake (Penguin Random House) 2pm-2.45pm

- *What genre Manuscripts are in demand?*
- *What makes a good author/book?*
- *Rejection*
- *Publication opportunities*

Break - 15 minutes

Session 5 – Natasha Lester (award-winning author) 3pm-3.45pm

- *Rejection*
- *How to build relationships with publishers, editors and agents.*
- *How to fit your genre*
- *Filling the Pages – Creative Process Tips*

Break – 15 minutes

Session 6 – Natasha Lester (award-winning author) 4pm-4.45pm

- *Pitching and approaching publishers*
- *Cover Letter; queries and synopsis*
- *Realistic expectations*
- *Branding as an author*



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